

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 16815 250917Z

22-11

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
----- 017250

R 250835Z NOV 75  
FM AMEMBASSY TOKYO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 5073

UNCLAS TOKYO 16815

FOR OIM/WELCH

E.O. 11652: N/A  
TAGS: BEXP, JA  
SUBJECT: FY '77 TC SCHEDULE

REF: (A) USDOC 17258  
(B) WELCH/MILES LTR DTD 11/11  
(C) MILES/WELCH LTR DTD 10/14

1. ALTHOUGH TC UNDERSTANDS NECESSITY ELIMINATE TC EVENT CONFLICTS WORLDWIDE, CANNOT CONCUR MOVING ACT '77 AS AUGUST THE MOST UNDESIRABLE MONTH FOR EVENT FEATURING THIS THEME: MAJOR CUSTOMERS (OEM AND OTHERS) BEGIN LEAVING THE CITY ON SUMMER VACATION THAT TIME. MOVING ACT '77 FROM FEB DATES WILL ALSO NEGATE MARKETING ADVANTAGES CONTINUITY ACCRUED PREVIOUS WINTER ACT EVENTS. HOWEVER, IF EXHIBITION MUST BE MOVED, SUGGEST MAY 16-20, 1977 AS ALTERNATE DATES LEAST LIKELY CONFLICT OTHER EVENTS AND STILL LIKELY TO ATTRACT QUALITY VISITORS, DESPITE LIMITED OVERLAP WITH '77 BUSINESS SHOW.

2. PER REF (C), PROPOSED JANUARY DATES FOR PRINTING AND GRAPHIC ARTS EXHIBITION (PGA) WILL SEVERELY RESTRICT MARKET PROMOTION AND PRACTICALLY ELIMINATE MOST EFFECTIVE TIME AVAILABLE FOR KEYMAN CALLS DUE COMPETITION NEW YEAR ACTIVITY. TC STRONGLY SUGGESTS NOVEMBER 29 - DECEMBER 3, 1976. IF FEBRUARY SLOT OPENED BY MOVING ACT '77 TO MAY, SUGGEST PGA BE MOVED TO FEBRUARY '77 DATES.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 25 NOV 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** izenbei0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 08 SEP 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <08 SEP 2003 by ReddocGW>; APPROVED <17 FEB 2004 by izenbei0>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**TAGS:** BEXP, JA  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006